

Business Administration

Course Number: **BUAD 298**

Course Title: **SMALL BUSINESS MANAGEMENT**

Credits: 3

Calendar Description: The case study method will be used in this course. Students will be

Professors

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|---------------|-----------------|---------------|--|
| Pamela Nelson | 762-5445 #email | Kelowna: C157 | pnelson@okanagan.bc.ca |
| Doug Ringrose | #email | Vernon: C328 | dringrose@okanagan.bc.ca |

Learning Outcomes

Upon completion of this course students will be able to

- apply critical thinking and analytical skills that are required to run a small business.
- explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- identify problems and opportunities in the context of small business management and operations.
- construct rational business decisions by effectively examining options and minimizing risks.
- integrate the use of information tools for monitoring and reporting in a small business setting.
- evaluate the sales, operational and managerial requirements of a small business.
- apply the knowledge and skills necessary for the financial management of a small business.
- investigate the challenges faced by growing and expansion-oriented firms.
- investigate problems facing family-owned and operated businesses.
- discuss the importance of succession planning.

Course Objectives

This course will cover the following content including:

- Aspects of different types of small business management and ownership
- The necessity of an effective business plan and what needs to be included in such a plan
- The need to consider various pricing strategies in the marketing of products and services
- The challenges and rewards of branching out into a global market
- Location, selection and set up of the physical space
- Business management and control systems
- Financial systems including necessary checks and balances
- Exit and harvesting strategies for small businesses

Course Schedule

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| Week of: | Tues. Sept 8 College-wide 444.6 6 11D3.3ay76 292.92 51.84 re | |
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SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY
